WEBLAB'S INTELLIGENCE SYSTEM

ASAP

Asset Strategy & Prototyping

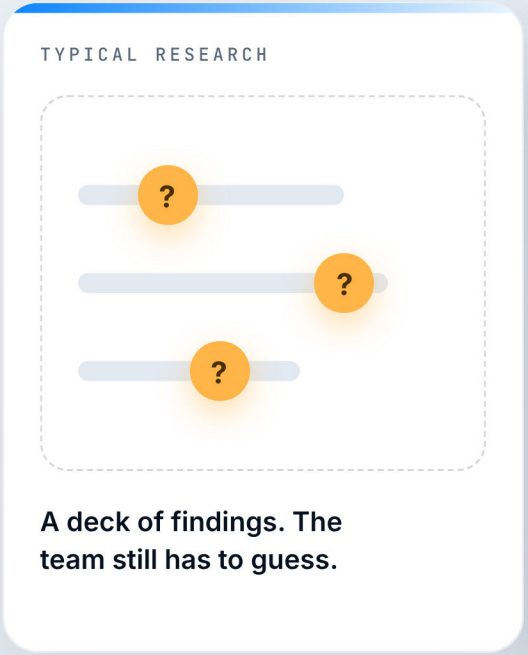
From diagnosis to a validated prototype, faster than traditional research allows.



THE PROBLEM

Most research ends with a report.

Findings describe the problem. They rarely tell you what to build, or prove it will work.



THE ASAP PROCESS

Seven connected stages. One pipeline.

DIAGNOSIS	01	5C Strategic Analysis	Strategic brief
	02	Context Setup	Personas & tasks
	03	Web BQ Asset Evaluation	Web BQ scorecard
DIRECTION	04	Option Generation	Directions to test
	05	Rapid Prototyping	Buildable concepts
EXECUTION	06	Consumer Validation	Evidence
	07	Strategic Delivery	Validated prototype

STAGES 01–02 · DIAGNOSIS

First, map the terrain and the people who use your asset.

01 5C STRATEGIC ANALYSIS

Know the terrain before you change anything.

Company, customer, competition, collaborators and context.

Output → a strategic brief

02 CONTEXT SETUP

Built around real users and real decisions.

Who uses the asset, what they are trying to do, and what success looks like for each.

Output → personas & task contexts

STAGE 03 · WEB BQ EVALUATION

Evaluate what exists before building what's next.



STAGES 04–05 · DIRECTION

Open up many directions. Prototype the winners.

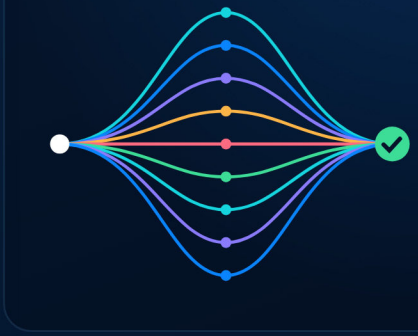
AI lets us explore dozens of directions. Evidence, not instinct, picks the winner.

TRADITIONAL RESEARCH



Sample sizes, costs and timelines force an early choice.

ASAP



Dozens of directions explored. The winner is selected by evidence.

WHAT YOU GET

Strategic clarity before you invest in digital.

- Strategic brief
- Web BQ scorecard
- Priority opportunity areas
- Prototype-ready directions
- Consumer validation findings
- Strategic roadmap

AI-Powered, Human-Led: AI expands the options. Our experts decide what matters.

THE WEBLAB SUITE

Better digital decisions.
From strategy to experience.

Start with a focused question, or connect the full journey with ASAP.is. Every offering below runs standalone, or as part of a full ASAP engagement.

01 THE CONNECTED INTELLIGENCE SYSTEM

ASAP.is

Strategy, diagnosis, prototypes and consumer validation in one connected engagement.

02 MEASURE YOUR DIGITAL BRAND EQUITY

Site Equity Score

Score how well your site persuades, engages and builds relationships with its audiences.

03 FIND THE STRATEGIC OPPORTUNITY

5C Strategy

Map company, customers, competitors, collaborators and context before design.

04 DIAGNOSE THE EXPERIENCE

Web BQ

Evaluate Information, Interactivity and Image to understand what works and what to fix.

05 TURN INSIGHT INTO DESIGN

Design Foundry

Translate research into product briefs, design directions and testable prototypes.

06 UNDERSTAND CHOICE ACROSS CHANNELS

Omnivizn

Study how people choose across ecommerce, retail and the wider omnichannel journey.

weblab™

START WITH THE EVIDENCE

Make your next digital move count.

Bring a website, an app or a digital challenge. We'll help you understand the experience and decide what to do next.

EXPLORE WEBLAB

weblabresearch.com ↗

AI-POWERED. HUMAN-LED.

C3R

THE RESEARCH BEHIND WEBLAB

WebLab is the digital research division of C3Research, founded by Dr. Samar Das, a marketing scholar and former industry executive, to connect rigorous academic research with practical business decisions.

Two decades of digital behavior expertise. Proprietary frameworks. Human judgment at every stage.

20+
Years of research

CLIENTS ACROSS

Technology · Education · Healthcare

Lab
Controlled studies

IP
Proprietary frameworks

Imagine what you can do with a marketing R&D lab.

Founded in 2003 by Dr. Samar Das, a marketing scholar and former industry executive, to bridge rigorous academic research and practical industry application.

c3research.com ↗

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EXPERTISE

- Brand & Consumer Strategy
- Advertising & Media
- Digital Experience
- Product Design & Innovation
- Retail & Omnichannel
- Healthcare Intelligence

CLIENT SECTORS

- Fortune 100 Tech
- Universities
- Fortune 500 Pharma
- Travel & DMOs
- Major health systems
- CPG brands
- Top cancer hospitals
- Ecommerce
- Media conglomerates
- Retail